

Top

UPC BAR CODE

Theft surveillance
tag area

REFILL

Refill for use with
stop smoking plan
in Starter kit.

Nicotine Polacrilex Gum USP, 4 mg (nicotine)

STOP SMOKING AID

- Nicotine medicine to help you stop smoking.
- Formerly available only by prescription.

**FOR SMOKERS OVER 24 CIGARETTES A DAY
IF YOU SMOKE LESS: Try Nicotine Polacrilex Gum USP 2 mg**

48 chewing pieces

1999 Watson Laboratories

DIRECTIONS:

- Stop smoking completely when you begin using Nicotine Polacrilex Gum.
- Read the enclosed User's Guide before using Nicotine Polacrilex Gum.
- Use properly as directed in the User's Guide.
- Don't eat or drink for 15 minutes before using Nicotine Polacrilex Gum or while chewing a piece.

- Use according to the following 12-week schedule:
- | Weeks 1 to 6 | Weeks 7 to 9 | Weeks 10 to 12 |
|----------------------------|----------------------------|----------------------------|
| 1 piece every 1 to 2 hours | 1 piece every 2 to 4 hours | 1 piece every 4 to 8 hours |
- Do not exceed 24 pieces a day.
- Stop using Nicotine Polacrilex Gum at the end of week 12. If you still feel the need for Nicotine Polacrilex Gum, talk with your doctor.

Side

Front

Side

INACTIVE INGREDIENTS: Butylated hydroxytoluene, carnauba wax, flavors, glycerin, gum base, sodium carbonate, sorbitol, and FD&C Yellow #6 Lake, FD&C Red #40 and FD&C Blue #2 Lake. Do not store above 86°F (30°C). Protect from light.



Manufactured by Watson Laboratories, Inc.
Copiague, NY 11726
Comments or questions?
Call 1-877-JUS-STOP



To remove the gum,
tear off single unit.



Peel backing
starting at corner
with loose edge.



Push gum
through foil.

Blister packaged for your protection. Do not use if individual seals are broken.

1999

Lot Number

Expiration Date

Bottom

Nicotine Polacrilex Gum, USP

Active Ingredient: nicotine 4 mg

48 chewing pieces

ACTION: Stop Smoking Aid

USE: To reduce withdrawal symptoms, including nicotine craving, associated with quitting smoking

WARNINGS:

- Keep this and all drugs out of reach of children and pets. In case of accidental overdose, seek professional assistance or contact a poison control center immediately.
- Nicotine can increase your baby's heart rate; if you are pregnant or nursing a baby, seek the advice of a health professional before using this product.

DO NOT USE IF YOU

- Continue to smoke, chew tobacco, use snuff, or use a nicotine patch or other nicotine-containing products.

ASK YOUR DOCTOR BEFORE USE IF YOU

- Are under 18 years of age.
 - Have heart disease, recent heart attack, or irregular heartbeat. Nicotine can increase your heart rate.
 - Have high blood pressure not controlled with medication. Nicotine can increase blood pressure.
 - Have stomach ulcer or take insulin for diabetes.
 - Take prescription medicine for depression or asthma. Your prescription dose may need to be adjusted.
- STOP USE AND SEE YOUR DOCTOR IF YOU HAVE**
- Mouth, teeth, or jaw problems.
 - Irregular heartbeat, palpitations.
 - Symptoms of nicotine overdose such as nausea, vomiting, dizziness, weakness, and rapid heartbeat.

• Not for sale to those under 18 years of age.

- Proof of age required.
- Not for sale in vending machines or from any source where proof of age cannot be verified.

READ THE LABEL

Read carton and enclosed User's Guide before taking this product. Do not discard carton or User's Guide. They contain important information.

Back

Nicotine Polacrilex Gum, USP

NICOTINE POLACRILEX GUM, USP
Active Ingredient: nicotine 4 mg

108 chewing pieces

Top

**Nicotine Polacrilex
Gum USP,
4 mg (nicotine)**

Blister packaged for your
protection. Do not use if individual
seals are broken.

Lot Number

Expiration Date

Side

Nicotine Polacrilex Gum USP, 4 mg (nicotine)

STOP SMOKING AID

- Nicotine medicine to help you stop smoking.
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FOR SMOKERS OVER 24 CIGARETTES A DAY
IF YOU SMOKE LESS: Try Nicotine Polacrilex Gum USP, 2 mg

STARTER KIT

Includes stop smoking
plan with User's Guide
and audiotape

108 chewing pieces
1999 Watson Laboratories

Front

**Nicotine Polacrilex
Gum USP,
4 mg (nicotine)**

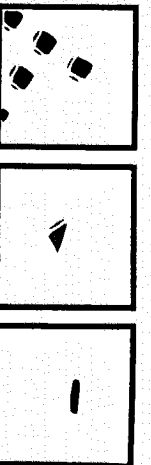
Theft surveillance
tag area

UPC BAR CODE

Side

TO INCREASE YOUR SUCCESS IN QUITTING:

1. You must be motivated to quit.
2. **Use Enough** — Chew at least 9 pieces of Nicotine Polacrilex Gum per day during the first six weeks.
3. **Use Long Enough** — Use Nicotine Polacrilex Gum for the full 12 weeks.
4. **Use with a support program** as described in the enclosed User's Guide.



Bottom

ACTION: Stop Smoking Aid

USE: To reduce withdrawal symptoms, including nicotine craving, associated with quitting smoking.

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Manufactured by Watson Laboratories, Inc.
Coplaque, NY 11726
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Back

Nicotine Polacrilex Gum Audio Tape
Side A, Section 1

SFX: Sound of various voices from happy crowd.

ANNCR: Congratulations on your decision to become a non-smoker. This is one of the most important decisions you'll ever make. And one of the best.

(VOICES: "Yeah! Right! Way to go!")

The Nicotine Polacrilex Gum User's Guide and this audio tape are designed to help make it as easy as possible to break the habit. But keep in mind that this program won't work unless you're really committed to becoming a non-smoker. Maybe you tried before and failed. If so, don't be discouraged. Remember, lots of people make several tries before they succeed. This time, Nicotine Polacrilex Gum will help relieve the physical symptoms of quitting, so you are better equipped to manage the mental part.

(VOICE: "Yeah -- you can do it")

Even though Nicotine Polacrilex Gum is easy to use, it's not used like ordinary chewing gum. It's serious medicine! Like any medicine, you should use it only as directed. We'll get to the directions later, but you should also know that there are some people who shouldn't use Nicotine Polacrilex Gum or any product containing nicotine without checking with their doctor. Women who are pregnant or nursing, for example.

And anyone with a history of heart trouble, high blood pressure that can't be controlled with medication, takes insulin for diabetes or has a stomach ulcer should get medical advice first. Quitting smoking can also affect the way your body reacts to certain other medications you may be taking for asthma or depression -- so check with your doctor if any of these things apply to you.

Be sure to read the User's Guide that comes in this kit for other important information about using Nicotine Polacrilex Gum.

Even though Nicotine Polacrilex Gum contains nicotine, it doesn't contain any of the thousands of other harmful chemicals that are in cigarette smoke. And it's designed to get you off nicotine for good.

Nicotine Polacrilex Gum audio tape
Side A, Section 2

Support group. Adults. Group leader is authoritative but pleasant woman. Among students are Older Woman (OW), Young Woman (YW), Young Man (YM), and cynical Older Man with gruff voice (OM).

(SFX: Murmurs, conversation. Leader raps on desk for attention.)

LEADER: All right, quiet now. This support group is all about how to use Nicotine Polacrilex Gum to help you quit smoking.

OM: So who needs a support group? It's a chewing gum. You chew it. We might as well have to take a class on how to breathe.

LEADER: How to Breathe is Mr. Yamato's group, down the hall. You'll be in that one later. But this comes first because Nicotine Polacrilex Gum isn't ordinary chewing gum. You have to use it the right way or it won't work the way it's supposed to.

OM: Hey, chewing gum is kid stuff.

LEADER: But chewing Nicotine Polacrilex Gum isn't. It's only for people who are at least 18 and really want to quit smoking. Younger people should talk to a doctor first.

Okay, let's begin. First, has everybody read the Nicotine Polacrilex Gum User's Guide?

OW: I read it. It didn't take long and it made the whole quitting process a lot clearer to me.

LEADER: There's nothing mysterious or complicated about it. But there's a right way to do it, and the only way you can expect to get the results you want is to use Nicotine Polacrilex Gum the way it's supposed to be used.

Now, who remembers the very first instruction?

OW: Buy Nicotine Polacrilex Gum?

LEADER: Actually, there's an even earlier step. Before using Nicotine Polacrilex Gum you have to stop smoking -- and I mean completely. That's important! And you mustn't chew tobacco or use snuff or nicotine patches either.

You start using Nicotine Polacrilex Gum on the day you stop smoking, and you never smoke and use Nicotine Polacrilex Gum together. That could give an overdose of nicotine, which is pretty powerful stuff. The results could make you sick.

YW: I know. Sometimes if I smoke two or three cigarettes in row, like if I'm nervous, I get dizzy.

LEADER: Sure. The next question is: when are you going to stop? Has everybody picked a Quit Date?

OM: Yeah, I have. I have to attend a seminar on Monday, in a nonsmoking building. I figure if Nicotine Polacrilex Gum can get me through the first day, it'll be easier from then on.

LEADER: Not a bad idea. Just be careful. When you walk out of the building, there's going to be a terrific desire to have a smoke, so you have to be prepared for that. The Nicotine Polacrilex Gum User's Guide includes a list of tips for handling those temptations. Anybody else?

OW: I'm going to quit as soon as possible. After I take today's classes I'm going to stop smoking. I already marked tomorrow on my calendar.

LEADER: That's it. Pick a date and stick with it. How about you, miss?

YW: My cousin is visiting this weekend. I figure I'll be so busy showing her around, I won't have time to think about wanting to smoke! And if I am tempted to slip, she could talk me out of it.

LEADER: Actually, the idea of having support when you need it is a good one. A friend or family member, maybe even a co-worker, can provide moral support. Several national organizations offer support groups like this one - there's a list of their toll-free phone numbers on the back cover of the Nicotine Polacrilex Gum User's Guide.

YM: So, the first step is to pick a Quit Date, and mark it in our calendar.

LEADER: Now, we have to learn how to use Nicotine Polacrilex Gum.

OM: What's the big deal about that?

LEADER: As I said before, Nicotine Polacrilex Gum isn't ordinary chewing gum, so you don't chew it the way you're used to. The big difference is that it contains nicotine, which you release by chewing it. The idea is to chew it so it releases the nicotine gradually -- not too fast, not too slow.

OW: I know -- it was in the book. You chew it until you get a tingling feeling in your mouth. Then you park it between your cheek and your gum until the tingling feeling goes away. You keep it there until you don't get anymore tingling.

LEADER: Right again. First you chew, then you park. Then you chew, then you park. You do that until the zing is gone. It takes about 15 chews to develop the tingling, and it takes a minute or so for it to go away. So the method is chew, park, chew, park. Let's all repeat that.

CLASS: (not quite together): Chew, park, chew, park, chew, park...

LEADER: Pretty good, but let's get it together a little bit better. One more time -- and a one, and a two and a...

CLASS (in unison): Chew, park, chew, park, chew, park, chew.

LEADER: Terrific!

OM: So when do we use this stuff? After meals, or what?

LEADER: The recommended schedule is a piece every hour or two while you're awake for the first six weeks. That's 8 to 16 pieces a day. You'll have the best chance of staying smoke-free if you use at least 9 pieces a day. Heavy smokers might need to go all the way up to 24 pieces a day.

YM: You mean if I start with 16 pieces a day, I have to use 16 pieces a day for six weeks?

LEADER: No. The idea is to cut down gradually on your body's need for nicotine. So if you start with 16 pieces a day, try to cut down after the first week to 14 pieces. After another week you may be able to cut down to 12. It would be ideal if you could get yourself down to 8 to 10 pieces a day by the end of the first six weeks.

OW: The book says to use a piece every two to four hours during weeks seven to nine. And the book also includes calendar stickers to mark week seven now, so we'll be reminded when to start decreasing the amount we use.

LEADER: Yes it does. Again, the idea is to start with the recommended dosage, and to decrease it gradually, at a rate you feel comfortable with. Then, for the last three weeks -- weeks 10 through 12 -- you should be able to get along with a piece every 4 to 8 hours. At the end of the 12 weeks you shouldn't need Nicotine Polacrilex Gum any longer.

YW: It sounds pretty easy. Anything else we should know?

LEADER: Well, if you have kids or pets at home make sure you throw away the used pieces of Nicotine Polacrilex Gum safely. There will still be some nicotine in them -- enough to make children or small animals sick.

And -- some foods and drinks can make Nicotine Polacrilex Gum less effective, so you shouldn't eat or drink for 15 minutes before using a piece. And you shouldn't drink anything while you're chewing. If you do, the Nicotine Polacrilex Gum won't be able to do its job.

YW: Gee, all I have to do is use Nicotine Polacrilex Gum the right way and I can kick my smoking habit?

YM: There's got to be more to it than that.

LEADER: There is. Even though Nicotine Polacrilex Gum helps with the physical part of your addiction to cigarettes, it can't deal with the mental part. For many people, mental addiction is the hardest part to fight.

But don't panic. Lots of people make a few tries before they succeed. And there are some pretty effective techniques for dealing with the mental addiction and for boosting your willpower.

That's the subject of your next support group, down the hall. In fact, it's just about to start. Good luck to you all!

(People get up and begin shuffling out of the room)

(END OF SIDE A)

Nicotine Polacrilex Gum audio Tape
Side B

(Music: Peaceful and soothing. Perhaps "space music" with vaguely oriental harmonies.)

Mr. Yamato's classroom. The students have filed in, and are strangely quiet. (Music down.)

Mr. Yamato has almost no accent, and speaks somewhat precisely in a soft voice that is reassuring and comforting.

YAMATO: Good afternoon. I notice that you are all rather quiet. That is because of the music. It is true that peaceful music brings a quiet and relaxed state of mind. (Music down and out.) One of the things you will see as you go through your program to end your smoking habit is that relaxation is important in relieving the mental stress you may feel.

But before we become too relaxed, I would like each of you to tell me your most important reason for wanting to quit. Let's begin with you, miss.

YW: Oh. Well, I guess I want to quit because I don't want to smell like smoke all the time. I put on this expensive perfume, but I still smell like smoke. I don't now because I haven't had a cigarette for a couple of hours while I'm in school here.

YAMATO: Things will smell even better to you after you have been off cigarettes for a while. Things will smell better and taste better. But that probably isn't your most important reason for quitting, sir.

YM: Oh no, I want to quit basically because I figure it will be a lot better for my health. Right now, when I work out or play a little basketball I get winded pretty easy.

YAMATO: That's the best reason of all. You have all read the many reports that tie cigarette smoking to some serious diseases and health problems. As soon as you stop smoking, your risk of getting these diseases begins to decrease.

OW: I'm quitting for my health too. But I also have my niece and her two children living with me, and I don't think living in a smoky house is good for them. So I guess I'm doing it for all of us.

OM: Yeah, well my wife is the one who started bugging me. She makes me go out on the back porch whenever I want a smoke, and that's no fun when the weather's lousy. So I'm trying to quit. Look, I know quitting will be good for me if I can stick to it. And I know it'll save me some money. Besides, I may even get a little peace and quiet!

YAMATO: Excellent. The reasons you all have given are very important ones. It is good to review them in your mind when you feel the need to smoke. Remind yourself of the many reasons why you decided to quit. You might even write them down and look at them every day. In fact, there's even a wallet card in your User's Guide with space for you to do just that. Whenever you need help to overcome the urge, you can take it out and read what you wrote.

OM: I know one problem I'm going to have. I spend a lot of time at Neary's -- uh, this bar in my neighborhood -- because my buddies hang out there. They all smoke so it's going to be tough for me not to.

YAMATO: Yes, indeed it will. Perhaps you will decide not to go to Neary's for a week or so. But never lose sight of this: you want to give up smoking -- you don't want to give up your lifestyle. So sooner or later you will go back to Neary's. When you do so, it must be in a frame of mind that makes it possible for you to resist the temptation that will be all around you.

OM: How do I do that?

YAMATO: Let us see if we can find an answer. At Neary's, do you have a friend who has given up smoking?

OM: Yeah, Maury. He used to smoke more than anybody there. But I guess he got worried about his health, so he quit. I think he joined some kind of group. He didn't show up at Neary's for a couple of weeks, but he's back to being a regular.

YAMATO: There is your answer. Your friend Maury joined a support group of people who were going through the same difficulties he was. And he avoided Neary's for a while because he knew that the temptation to smoke might be more than he could resist. But after a while he had conquered his addiction well enough to come back and meet with his friends.

OM: Yeah, I guess that might work.

YAMATO: Don't forget, the first few weeks are the hardest, so that's when you should avoid temptation if you can. After that, the mental part of your dependence on cigarettes should be coming under control, and you can resume doing some of the things you may have given up for a while. Soon, you will find yourself taking pride in your ability to be comfortable in situations where others are smoking.

OM: So when I do feel ready to go back to Neary's I have to go with my mind made up not to smoke -- and I have to keep reminding myself of my reasons?

YAMATO: Exactly. If you tell your friends you're quitting smoking, they'll probably be glad to help support you in your decision, if they think you are sincere.

OW: I think I'll get a lot of support just by looking at the kids. If I remind myself that I'm doing it for them it will be easier than if I were just doing it for myself.

YAMATO: An excellent thought.

YW: With me I guess it's more of a habit than anything else. Pretty often I find myself smoking and I don't even remember reaching for the cigarette and lighting it.

YAMATO: That happens to most smokers. If there aren't any cigarettes around, you won't be able to smoke without thinking about it. That's why most people who want to quit throw away their cigarettes, lighters and ashtrays.

YW: Well, actually I kind of like to smoke. I guess it gives me pleasure, even though it makes my clothes smell.

YAMATO: That is the greatest hurdle to overcome. Smokers get pleasure out of smoking. Not out of every cigarette -- many of them are just from habit. But that first cigarette in the morning is satisfying. And a cigarette with coffee or after a meal is pleasurable for many people. Perhaps the best way to deal with this is to find a substitute pleasure that works for you. Find something to do that is pleasant and that doesn't go well with smoking.

YM: I smoke when I get nervous. Is there anything I can do about that?

YAMATO: Yes, there are techniques you can use to help you relax. For example, breathing.

STUDENTS: *Huh? What? Hey, I do that all the time.*

YAMATO: I thought that would surprise you. I am not talking about ordinary breathing -- the kind we do without thinking about it. I am talking about deep, relaxing breathing -- breathing upon which you concentrate all your attention. Perhaps, young lady, you will assist me in demonstrating.

YW: But I don't know anything about that.

YAMATO: That doesn't matter. It's really quite simple. The first thing to do is to sit up straight, but without straining yourself.

YW: Like this?

YAMATO: Yes, but you must relax. Try letting your arms dangle loosely. Shake them a bit to relax the muscles. Make sure your leg and back muscles are relaxed too. Move your head around a little to relax your neck. How does that feel?

YW: Pretty good.

YAMATO: Fine. Now, breathe out and then take a slow breath as deeply as you can.

YW: *(Exhales. Inhales very deeply.)*

YAMATO: Now, hold that breath for a few seconds. Then let it all out slowly. Wait a second and take another deep breath.

YW: *(Breathes.)*

YAMATO: How does that feel?

YW: Gee. I never knew you could get such a feeling from just breathing.

YAMATO: It is amazing, is it not? Now, to assure that deep breathing truly relaxes you, close your eyes and picture a scene that you find very pleasurable and soothing.

YW: Like walking on the beach?

YAMATO: If that is the scene that makes you feel good, yes.

YM: I'll go along with that. Except I like to do my walking in the woods.

YAMATO: Now, let's all try it. Sit straight but relaxed. Take slow, deep breaths, and think of something that makes you feel at ease.

(Students shift around, shake, breathe a few times.)

OM: Man, I never knew I could get such a kick out of breathing.

OW: Me, too.

YAMATO: That is one of the keys to helping you resist smoking at those critical times. Find something to do that occupies your mind and your body fully. This can help you not think about smoking. Your routine may be as simple as this breathing exercise, but the important thing is to find some easy activity that's right for you.

YM: Boy, that's great. Anything else to help us resist temptation?

YAMATO: Basically, anything that helps you relax. As I said at the start of the class, soothing and peaceful music is a great aid to relaxation. If you're at home and feel the need for a smoke, try putting on some soft music. Sit in a comfortable chair, relax your muscles, breathe deeply and just let yourself float.

You are beginning a process that will not be easy. But if you use Nicotine Polacrilex Gum properly, as it is explained in the User's Guide, and if you remember these tips to help you get past the mental hurdles, you will greatly increase your chances for success.

Now, we're going to spend the rest of the period just practicing muscle relaxation, deep breathing and calm, soothing mental pictures. Make yourselves comfortable and I will put on some music to help you put all thought of smoking out of your minds. I'm sure you will enjoy it.

(Music up. Plays to end of tape.)